



@VisitIthaca **Social Strategy**

Introduction

- People are looking for authentic, local experiences
- “Authentic” & “Experiences” are concepts commonly used in destination marketing
- Authentic experiences best demonstrated by the people
- The people of Tompkins County have great stories to share

What You'll See Today



- Strategic Overview for the Following Platforms
 - Instagram
 - Facebook
 - Visit Ithaca Blog
- In Development / Ongoing Opportunities
 - LinkedIn
 - YouTube
 - Twitter



@visitithaca Instagram

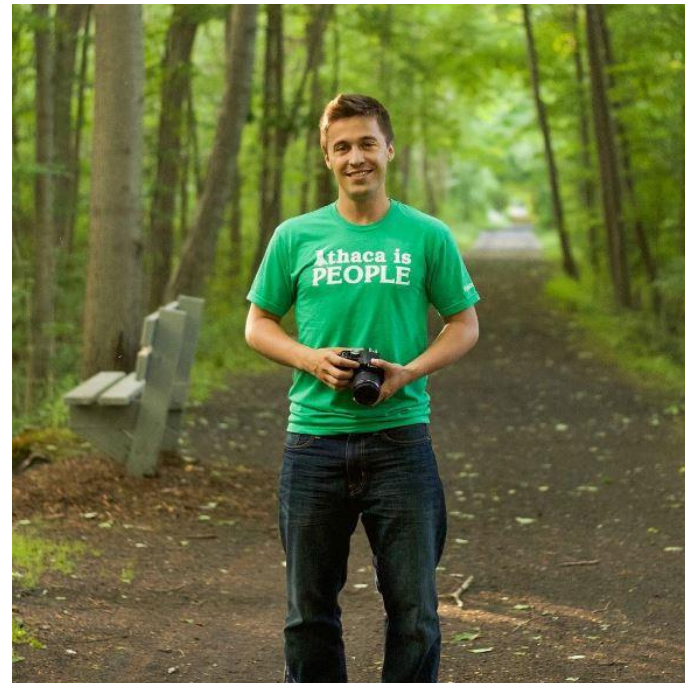
Strategic Grounding

Who knows the secret paths to get the best pictures at the gorges? The mouth-watering cuisine at local dives? The alleyways that lead to the best night's out?

Who knows Ithaca better than Ithacans?

Idea

@visitithaca will be the first city Instagram run by the folks who know and love it best – the locals.



How It Will Work

- Publicize that we're having our community take over our Instagram
 - *First city CVB to do so - major PR opportunity*
- First 8-12 Weeks:
 - Reach out to local influencers for initial takeovers
 - Currently booked through August
- Following initial rollout:
 - Open application to the public (applicants to be vetted)
- Future Opportunities:
 - Worldwide Instagram Influencer Takeovers

Benefits For Us

- Free! (No need to hire photographers / videographers)
- Engages Chamber members / partners / community
- Opens Ithaca/Tompkins County to a younger demographic
- Opportunity to promote new apparel line
- Gets locals in the CVB door



Facebook Revamp

Nature Photos/Videos

 **Ithaca is Gorges (Ithaca & Tompkins County Tourism)**
Published by Rodney Fleming [?] · June 7 at 12:27pm · 🌐

30,000 Facebook fans agree that Ithaca is GORGES! And with views like this, what's not to agree with? Here's to 30,000 more 🍷



3.5K Likes

 **Ithaca is Gorges (Ithaca & Tompkins County Tourism)**
Published by Livia Isaacson [?] · April 19 · 🌐

Ever wonder what Taughannock Falls looks like from a birds-eye view?



5.4K Likes

 **Ithaca is Gorges (Ithaca & Tompkins County Tourism)**
Published by Rodney Fleming [?] · April 13 · 🌐

Spring has sprung - again! Looks like it's gearing up to be a perfect weekend to enjoy Ithaca in full bloom!



2.4K Likes

Ithaca is People Introductions



- Portraits and stories of our Instagrammers will be the subject of a weekly Facebook series.
- We want to highlight the people who make Ithaca what it is – quirky, authentic, and locally-minded.
- Facebook visitors will walk away with a deeper understanding of the Ithaca “vibe”.

Newsworthy – as Necessary



Ithaca is Gorges (Ithaca & Tompkins County Tourism)

Published by Livia Isaacson [?] · April 29 ·

The results are in! Ithaca was voted the #2 Best Small College Town in USA Today's 10 Best Readers' Choice Awards! While we didn't get the #1 spot, as the saying goes, "...second is the best"! Thank you to all who voted and rooted for us!



Best College Small Town Winners: 2016 10Best Readers' Choice Travel Awards

The winners for Best Small College Town are in! Click to see the winners for Best Small College Town , chosen by the readers of 10Best and USA TODAY.

10BEST.COM

Blog or Contest Promo

 **Ithaca is Gorges (Ithaca & Tompkins County Tourism)**
Published by Rodney Fleming [?] · 19 hrs · 🌐

Think you know Ithaca? Think again.

No matter how many waterfalls, gorges, and natural wonders you've visited, Brian Maley has you beat. We had the pleasure of chatting with the local photographer, who's next to take over our Instagram account. This week, he'll be bringing you along on a journey through the unique natural areas he explores on a regular basis.

Read the full interview here: <http://bit.ly/1XkteZM>



Instagram photo by Visit Ithaca · Jun 13, 2016 at 5:02pm U...
INSTAGRAM

 **Ithaca is Gorges (Ithaca & Tompkins County Tourism)**
Published by Rodney Fleming [?] · May 27 at 10:24am · 🌐

LAST CHANCE! The Gorges Getaway Sweepstakes closes TONIGHT. Enter now or you have no chance of winning 😊

Want to double your chances? Share this post with a friend, and you'll be entered twice.



Live a Life (well, 4 Days!) of Luxury.
Takes 10 seconds or less to enter - [click here.](#)
VISITITHACA.COM



The Scoop @ Visit Ithaca

Why Blog?

- Increases traffic to our site
- Opportunity to showcase Greater Ithaca & Tompkins County
- Keeps website fresh, alive, and shareable
- Builds trust and positions us as industry/local experts
- Increases our rankings on search engines

Potential Blog Examples

- #IthacaisPeople – Instagrammer in-depth interviews
- Listicles: Only 24 Hours in Ithaca? Here Are 10 Things Not To Miss!
- Trumansburg: Past, Present, Future
- PR Hits / Ithaca in the News
- Site Visits

In Development / Ongoing Opportunities



Immediate, Actionable Next Steps



- Begin PR Push
- Continue Influencer Outreach
- Build list of 'Dream Takeovers'



- Create Content Calendar
- Promote Blog
- Explore Future Contesting Opportunities



- Continue blog posts & idea generation
- Begin initial partnership conversations for 'sponsored' blog posts



- Share relevant videos from the web
 - IC Student Video
 - Videos Currently on Facebook Page
 - Televised News
 - Curated Slide Shows
- In-House Video Production



- Funnel Other Outlets Content to Build Presence
- Begin Following Local Industry Influencers



- Begin Following Influencers
- Begin Engaging Influencers
- Begin RT'ing Relevant Content

**Questions?
Thank You!**

**Follow @VisitIthaca
...and read The Scoop @ Visit Ithaca Blog
...and #ithacaispeople**

